

Minutes
Advisory Committee on Academic Programs
July 14, 2005

Members Present:

Dr. Gail Morrison
Dr. Reginald Avery
Dr. Leonard Lundquist
Dr. Rayburn Barton
Dr. Richard Chapman
Dr. Chris Plyler
Dr. Cheryl Cox
Dr. Sandra Barbour
Dr. Ron Drayton
Dr. Walter Tobin

Staff Present:

Ms. Joann Biga
Ms. Julie Carullo
Ms. Renea Eshleman
Ms. Lane Jeselnik
Dr. Esther Kramer
Dr. Lynn Kelley
Dr. Tajuana Massie
Dr. Michael Raley
Ms. De'Nitra Reese
Dr. Donald Tetreault

Guests Representing Members:

Dr. Dennis Wiseman for Dr. Peter Barr
Dr. Aileen Trainer for Dr. Mark Becker
Dr. Skip Godow for Dr. Elise Jurgens
Dr. Karen Jones for Dr. Tom Moore
Dr. Ed Callen for Dr. Suzanne Ozmint
Dr. Debbie Jackson for Dr. Dori Helms
Dr. Leonard McIntyre for Dr. Rita Teal
Dr. Isaac Metts for Dr. Donald Steven

Others Present:

Dr. Patricia Moody (USC-Columbia)
Dr. Susan Williams (USC-Beaufort)
Dr. David DeCenzo (Coastal Carolina)
Dr. York Bradshaw (USC-Upstate)
Dr. Ron Fulbright (USC-Upstate)
Dr. Sarah Sandler (Coastal Carolina)
Dr. Gibson Darden (Coastal Carolina)
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Dr. Gibson Darden (Coastal Carolina)
Dr. Will Farrell (Clemson University)
Dr. Robert Fowler (College of Charleston)

Dr. Morrison opened the meeting and asked that everyone at the table introduce themselves, since there were so many persons representing members as a result of the summer vacation period.

1. Consideration of Minutes of March 7, 2005

Dr. Morrison requested a motion to approve the Minutes of the meeting of March 7, 2005. Approval was **moved** (Chapman) and **seconded** (Lundquist) and the motion was **approved** unanimously.

2. Demonstration of Electronic Submission of New Program Proposals

Dr. Morrison asked Ms. De’Nitra Brown to demonstrate with the overhead how the electronic submission of new program proposals will work. Ms. Brown stated that each institution will name one person per program as the chief contact for that program. That individual will send all institutional comments in WORD to Ms. Brown, who will convert them to PDF so they cannot be changed. She will then forward them to the members of the ACAP.

3. Consideration of Program Planning Summaries

3.a. B.S., Nursing with Completion and Generic Tracks, USC-Beaufort

Dr. Morrison introduced Dr. Barton. Dr. Barton introduced Susan Williams, Ph.D. in Nursing, who has been developing the B.S.N. degree program and its two tracks. Dr. Barton stated that the program is much needed in both the Lowcountry counties served by USC-Beaufort and by the two counties around Savannah. He said that Dr. Williams has been consulting with USC-Columbia, MUSC, Technical College of the Lowcountry, and Francis Marion University in the development of this program proposal. The program will have two tracks: Completion and Generic. It is scheduled to open in Fall 2006. The Completion track will be grounded in the South Carolina statewide nursing articulation and transfer model. The Generic track will be an upper division program model. Hospitals in the region are developing a consortium to fund this program, he said. He added that Dr. Jane Upshaw is raising funding through this consortium and elsewhere. The program will be housed on the second floor of the newly built and still not completed Science and Technology Building.

Dr. Cox asked if the institution might wish to downplay the significance of the program for the Savannah residents. Dr. Barton responded that in his area of the state, this relationship is an advantage because the residents of Beaufort and other counties in that area often have to use the Savannah hospitals.

Dr. Morrison asked Dr. Williams why vacancy rates for Georgia hospitals were listed but none was presented for South Carolina hospitals. Dr. Williams stated that they were very similar. Dr. Morrison requested that they be included in the final proposal. Dr. Williams said she would do this, but that the vacancy rates stated by South Carolina hospitals may sometimes be very different from the reality, since the use of traveling/temporary nurses is something that often occurs. In some hospitals in the region, approximately 30% of nurses on staff are traveling/temporaries, she said. In general, however, she said that the data she has found suggest that the vacancy rates in the South Carolina Lowcountry hospitals mirrors the vacancy rates in the Savannah area hospitals.

Dr. Morrison also asked about response to the BSN program proposal by the neighboring technical college. Dr. Williams stated that the Technical College of the Lowcountry was enthusiastic about the new program proposal and that Dr. Rose Kearney Nunnery of the TCL administration has agreed to serve on the program’s advisory committee.

Dr. Lundquist stated that the final proposal should indicate that there are several institutions in South Carolina that have BSN-Completion tracks on-line, a fact which was not clear in the planning summary. He also asked if the total costs listed in the planning summary were for a single year only or for the entire period of start-up. Dr. Barton replied that they were for the entire three-year start-up period. It was **moved** by Dr. Rayburn Barton and **seconded** by Dr. Chapman that the planning summary of the program leading to the B.S. in Nursing (Generic and Completion tracks) at USC-Beaufort be approved. The motion was **approved** unanimously.

3.b. B.S., Tourism Management, USC-Columbia

Dr. Trainer stated that the program is a reworking of the current degree. If the proposed degree is approved, the University will ask for a name change of the remaining part of the currently approved degree program. Debbie Jackson stated that the Clemson Department of Parks, Recreation and Tourism is supportive of the proposed program and believes that the number of students contemplated for it will materialize as the proposal states. Dr. Budow said that the College of Charleston finds significant overlap with their program, to which Dr. Morrison rejoined that both the recently approved program at the College of Charleston and at Coastal Carolina had experienced significant questioning concerning their need by members of the Commission. Therefore, she urged USC-Columbia to show that duplication will not prevent or significantly diminish the success of the proposed program.

Dr. Patricia Moody, USC-Columbia, added that the final proposal will definitely take a “complementary tack” with regard to existing degree programs in this area to show how needed this program is. She stated that tourism in South Carolina is a more important factor for the state’s economy than it is in any except two other states. This fact, she said, demonstrates that there is considerable need for some overlap or duplication in higher education programs addressing tourism. Dr. Wiseman responded by saying that he was in agreement with the representatives from USC-Columbia about the need for these kinds of programs. He cited the fact that recently Coastal Carolina University had moved its program in this area from a concentration to a free-standing degree program for this reason.

It was **moved** (Trainer) and **seconded** (Barbour) and the planning summary for the program leading to the B.S. in Tourism Management was **approved** unanimously by the Committee.

3.c. M.B.A., Business Administration, Coastal Carolina University

Dr. Dennis Wiseman introduced the program summary by stating that it is timely for Coastal to propose this program, since Winthrop University has recently made the decision to cancel the offering of its M.B.A. program in the Grand Strand region. Ms. Karen Jones stated that while Winthrop University endorses the proposed program, Winthrop only decided to suspend new enrollments and prepare to terminate the M.B.A. in the Grand Strand when the institution learned of Coastal Carolina’s plans to seek approval for its own M.B.A. degree offering.

Dr. Chapman of Francis Marion University stated that if the proposal is approved, because of the geographical proximity of his institution to Coastal, the two institutions should cooperate in offering each of their degrees in this field to maximize the effectiveness of these offerings for the state and its residents. He suggested that Francis Marion’s Healthcare Management Track could be shared with Coastal; and, likewise, Coastal could share its Human

Services Management track with Francis Marion University. In that way, he added, CHE's concerns about duplication of effort might be substantially mitigated in this case.

Dr. Trainer stated that the USC-Columbia's business school faculty were concerned about the lack of need for the program, given that nationally MBA enrollments are down 16% from their high point in recent years. She added that a shortage of Ph.D.s in Business exists for teaching in these programs. Dr. DiLenzo from Coastal Carolina responded that in the past academic year Coastal had had seven openings for Ph.D.s in Business and managed to fill all of them with Ph.D.s. He also stated that there is an eligibility requirement in South Carolina that a person must have completed 150 credit hours of academic coursework appropriate to the field of accounting before taking the CPA examination. He said that at Coastal there was a growing corpus of students interested specifically in the CPA. He added that the Grand Strand business community were intent upon having the MBA offered by Coastal as an incentive for valued personnel to remain in the area and in their current places of employment.

It was **moved** (Wiseman) and **seconded** (Godow), and the planning summary for the M.B.A. in Business at Coastal Carolina was **approved with two negative votes cast** (Francis Marion University, USC-Columbia.)

3.d. M.S., Healthcare Informatics, USC-Upstate

Dr. Avery introduced the program by introducing Dr. York Bradshaw and Dr. Ron Fulbright, chair of the informatics planning group at USC-Upstate. He said that while the program is being presented in the first instance to target nursing and informatics professionals, Upstate fully anticipates that students from other backgrounds (e.g., Business) will also find the program of interest. Thus, he said Upstate expects a sustained enrollment of 30 persons. The program has no other degree competition in the state, despite the fact that courses in the field are offered by both Clemson and MUSC. Dr. Bradshaw, in response to Dr. Morrison's question, said that the program will need to hire three Ph.D.s, one each in Computer Science, Informatics, and Information Technology.

Dr. Debra Jackson noted that Clemson had decided to close its Health Information Systems program for lack of interest. She said also that it was her understanding that MUSC had closed their M.S. in Information Science for the same reason. Given this situation, she urged USC-Upstate to make certain there was real demand for the program before initiating it.

It was **moved** (Avery) and **seconded** (Trainer) and the planning summary for the program leading to the M.S. in Healthcare Informatics at USC-Upstate was **approved** unanimously by the Committee.

3.e. Center for Research on Health Disparities, Clemson University

Dr. Jackson introduced the program by stating that the Center was being established primarily to deal with minorities' health disparities. She said that Clemson wants to work with both USC-Columbia and MUSC in the areas they have pursued in efforts to upgrade minorities' healthcare treatment and wellness promotion. She said the Center would be a vehicle by which interested, participating faculty from around the state could find a forum for common interests. She stated that Clemson's mission emphasis on family and community planning made it a natural segue to use communities to make a healthcare difference. She cited specifically metabolic functions, diabetes, obesity and several other areas in which community groups can make a difference to their populations' health, if mobilized with accurate information and organizational

capacity. Dr. Avery commended Clemson for bringing this Center proposal forward. Dr. Morrison asked if Clemson was bringing the proposal forth for CHE approval because it wanted to pursue below-the-line funding. Dr. Jackson said that Clemson did not foresee requests for such funding in the short term, and definitely not in this coming year's budget requests. However, she said to receive approval for the Center would permit that in the future.

It was then **moved** (Jackson) and **seconded** (Avery) and the planning summary for the Center on Healthcare Disparities at Clemson was **approved** unanimously by the Committee.

4. Consideration of New Program Proposals

4.a. A.H.S., Emergency Medical Technology, Orangeburg-Calhoun Technical College

Dr. Morrison called upon Dr. Cox to introduce the program proposal. Dr. Cox stated that this was one of several in the field which has been requested for approval in the past couple of years, owing to changes in requirements for entering into and developing a career ladder within the field. She emphasized the great need for employing persons in this field in the college's service area. She said that there is anticipated to be a maximum of 15 graduates per year from the program; that the program will allow for advanced placement through assessment of learning outcomes for currently employed emergency medical personnel; that it is aligned with DHEC requirements for the degree; and that the Lowcountry EMT office will supply all major equipment for the program. Dr. Kelley asked if the program will be a DHEC training site as some other programs of this type are. Dr. Cox stated that it will be a DHEC training site since it follows the same model all the other programs do.

It was then **moved** (Cox) and **seconded** (Barton) and the program proposal leading to the A.H.S. degree in Emergency Medical Technology at Orangeburg-Calhoun Technical College was unanimously **approved** by the Committee.

4.b. B.A., Communication, Coastal Carolina University

Dr. Wiseman introduced Dr. Sarah Sandler, chairperson of the English Department at Coastal Carolina. He then discussed the proposal briefly. Dr. Trainer raised a question concerning the readiness of students to enter the internship without having necessarily completed certain preparatory courses. Dr. Sandler stated that page 10 of the proposal shows that students have a choice of different courses, depending upon the internship experience they might desire. She assured Dr. Trainer that there are particular courses that are prerequisite to interning in a specific area. Dr. Trainer also suggested that the budget of \$2,500 greatly underestimates the costs for technology needs for a program of this type. Dr. Sandler accepted that statement as a fair critique and indicated it would be revised accordingly. Dr. Godow said the College of Charleston saw the proposal as greatly underestimating the costs of faculty, since there were too few faculty budgeted for too many students. Further, he said, there will be many more students applying for this major than Coastal is estimating, if the success of the program is anything like the experience at College of Charleston. Dr. Sandler said that as the student enrollment grows, the administration has committed to increasing full-time faculty members accordingly.

Dr. Jackson said that the Clemson University communications faculty had some reflections on the proposal from Coastal Carolina. Resources listed seemed too few for the communications faculty at Clemson; the curriculum appears more journalistic than "communications" in orientation; and the accrediting body through which the program is

planning to receive national accreditation is not the one which the communications faculty at Clemson say is nationally recognized. Dr. Morrison also stated that the accrediting body listed in the proposal is not recognized by the Commission on Higher Education and asked how it was decided to use it. Dr. Sandler responded that the proposal writer had selected it. Dr. Morrison informed Dr. Sandler that the sole national professional accrediting body recognized by CHE for Communications is the Accrediting Council for Journalism and Mass Communications (ACJMC).

Dr. Morrison said that for baccalaureate degrees to be approved by the Commission, it is increasingly important to show differences in the proposed program to similar programs already approved. Dr. Godow agreed that this is an important criterion. He said that, in that regard, the proposal needs to be revised to show how the faculty in Communication are different from faculty in English at Coastal. He said that the curriculum needed to reflect the point of view that persons educated for communications substantively bring to the curriculum which differs from English-educated faculty.

With the caveats noted, it was moved was **moved** (Wiseman) and **seconded** (Chapman) and the program proposal for the program of study leading to the B.S. in Communication at Coastal Carolina was **approved** unanimously by the Committee.

4.c. B.S., Recreation and Sport Management, Coastal Carolina University

The program proposal was introduced by Dr. Wiseman. He stated that the program had been a concentration within the Physical Education degree program since the 1980s. Dr. Gibson Darden from the Department of Physical Education was introduced by Dr. Wiseman as a resource who could speak about the proposal and its history. Dr. Avery asked what jobs were available through this program. Dr. Darden responded that the current concentration produces graduates who achieve a 90% placement rate upon graduation. He said that in Myrtle Beach, many full-time positions are opening and managers want these persons. Dr. Morrison asked what data there was in the proposal on employability and Dr. Tetreault asked what projected data Coastal expects for meeting employer demand.

In response to another question by Dr. Tetreault, the Coastal faculty member said that it has been a problem to have the program housed within the Physical Education department because it does not lead to teacher certification, which most people do not realize. Ms. Jones said that at Winthrop University this program is one of the fastest growing majors, so that the University is considering a cap on enrollments in the program. However, she said that Winthrop is sensitive to the duplication questions being raised by CHE members and, in that regard, is curious to know where the accounting courses are in this “management” major. Dr. Darden responded that the internship contains some accounting content in it and that some supervising faculty for the internship were going to come from the Accounting Department. However, they conceded that it is tenuous to claim that this is the same as accounting coursework.

Dr. Jackson stated that Clemson faculty think that more faculty in this proposal are very important for the success of the program. It was then **moved** (Wiseman) and **seconded** (Trainer) and the program proposal leading to the B.S. degree in Recreation and Sport Management at Coastal Carolina was **approved** unanimously by the Committee.

4.d. M.S. and Ph.D., Automotive Engineering, Clemson University

Dr. Debra Jackson introduced the proposal stating that Clemson is in the process of building the Campbell Center for Graduate Education at the Greenville site of the ICAR campus. Foremost on the minds of the faculty currently is the question of what curriculum is needed to address masters and doctoral level work in automobile engineering. The automobile integration model which is central to determining all the curriculum is predicated on the three issues of distribution, globalization, and technological change. Dr. Jackson said that Dr. Morrison was correct in asking if the main professor contemplated in the faculty complement is the endowed chairholder. She said that Clemson is searching the country to find the best professor in this area and anticipate having him/her “on board” by May 2006 to begin duties August 2006. She also said that Dr. Morrison was correct that ten new faculty members were being contemplated for the 2006-2007 academic year. She agreed with Dr. Morrison that the program would need to be removed from the Academic Common Market for Fall 2006.

It was then **moved** (Jackson) and **seconded** (Avery) and the program proposal leading to the M.S. and Ph.D. in Automotive Engineering at Clemson University (Campbell Center for Graduate Education in Greenville) was **approved** unanimously by the Committee.

4.e. Ph.D., International and Family Community Studies, Clemson University

Dr. Jackson introduced the program proposal. She stated that it developed out of the Institute for Family Life. In the effort to develop an appropriate and comprehensive program of study, she said the proposed program will engage in partnering with groups throughout the world. As Clemson sees it, this program is important within its Public Service research mission. Most funding for the program will come from the General Fund of the University. Dr. Trainer stated that USC-Columbia was very supportive of the proposal.

It was **moved** (Jackson) and **seconded** (Wiseman) and the program proposal leading to the Ph.D. in International and Family Community Studies at Clemson University was **approved** unanimously by the Committee.

4.f. Institute for Supply Chain Optimization and Logistics, Clemson University

Dr. Jackson introduced Dr. William Farrell as a resource on this Center. She said that Clemson had just received an Endowed Chair for this Center which is designed to provide for issues/relationships of supply in order to improve the supply chain. She used what CISCO is doing in automotive integration as directly related to the ICAR effort of the University. She said that Clemson anticipates that the Center will help bring all faculty in the state interested in this issue together.

Dr. Farrell added that approval of the Center will help employers work with faculty. He said that the Technical College System, especially Greenville Technical College, will be partnering with the Center. Dr. Cox expressed the Technical College System’s support for this Center. Dr. Jackson said that to bring the Center forward for approval will allow it to apply for below-the-line state funding, as well as other funding which does not require CHE approval. Dr. Trainer noted that USC also has a supply chain group organized in a center. Therefore, she said, USC would like to urge that Clemson’s proposed Center and USC’s would cooperate. Dr. Godow said that College of Charleston has had a long standing

Logistics Center in Charleston with special concerns about the supply chain as it relates to security issues. He said College of Charleston would like to partner with both USC and Clemson.

It was **moved** (Jackson) and **seconded** (Trainer), and the program proposal for the Institute for Supply Chain Optimization and Logistics at Clemson was **approved** unanimously by the Committee.

4.g. Center for Assuring South Carolina's Future By Connecting Businesses, Universities, Communities, and P-12 Education

The proposal was introduced by Dr. Godow. He introduced Dr. Robert Fowler. Dr. Morrison indicated that there was considerable need for clarification of the goals of this Center. She said that the staff had been unable to identify clearly what the thrust of the Center was intended to be. She called attention to the fact that the Center has already been funded below the line, despite the fact that the College of Charleston had never brought the Center in front of the ACAP, Committee on Academic Affairs and Licensing, or the full Commission before lobbying the General Assembly for funding of it. Dr. Fowler said that the Center would be composed of a director and three faculty members, all of whom would be on 50/50 appointments, split between the Center and teaching. Teacher education students would be involved, he said, and the goals of the Center would be: 1) to reduce drop-out rates; and 2) get graduates of secondary schools into higher education soon after graduation. The initial partnership would be between the Center and Burke High School in Charleston. Then, there would be a rural partner school selected in Berkeley County.

Dr. Morrison asked what functions the Center would perform. Dr. Fowler said that there would be pre-tested/applied internships for students developed by the Center; these internships would be much more focused than those in the past. Dr. Trainer asked to what extent the Center would be developing partnerships which differed from or were the same as "Professional Development Schools." Dr. Jackson asked what the composition of the teams envisioned in the Center would be like. Dr. Fowler said that there would be three kinds of teams: 1) research; 2) outreach; and 3) program evaluation. Dr. Lundquist said that in his opinion the Center looked like a duplication of the Math/Science Hubs. Dr. Fowler disagreed, saying he saw no overlap in purpose or function. Ms. Barbour said she found no mention of participation by the technical colleges or their students, but noted that a larger number of freshmen are at the technical colleges than at four-year institutions.

Dr. Trainer asked that it be clear in the proposal for what purposes the funding which has already been received was intended. Dr. Metts noted that The Citadel has had a presence at Burke High School for fifteen years and throughout that time had monitored the curriculum. Dr. Morrison asked if a middle school were to be involved. Dr. Fowler said that there will be an elementary (Memminger), a middle school (to be announced) and a high school (Burke) in the first phase. Dr. Morrison again expressed concerns from staff and institutional representatives about the lack of clarity of the proposal and asked that this be thoroughly discussed with the Provost. She suggested that the document be re-organized and clarified accordingly. She said that this would not delay the Center's implementation greatly and would contribute to its sharpness of focus and consequent ability to communicate its purposes to others.

It was **moved** (Godow) and **seconded** (Avery), and the program proposal for the Center for Assuring South Carolina's Future by Connecting Businesses, Universities, Communities, and P-12 Education **was not approved** by a vote of 4 in favor and 12 abstentions.

5. Consideration of New Guidelines for Improving Teacher Quality Grants Program, FY 2005-2006

Dr. Morrison stated that a review by federal monitors of the current *Guidelines* caused the staff to revise them to conform with federal definitions of low poverty districts. She said that the Upstate region of the state is disadvantaged because the federal regulations require an institution to partner with a low performing district, of which the Upstate has a dearth. She said that she is considering an appeal to the federal Department of Education because of the geographical disparities involved. She also asked that Appendix 4 be removed and thrown away, since a new version would be sent when it is ready.

6. Consideration of Policy and Procedures for Approval of New or Revised Mission Statements

Dr. Morrison stated that she was requesting this change so that staff could approve nonsubstantive changes to institutional missions and report them to the Commission for information. Dr. Trainer asked if that meant staff approval was final, full approval; Dr. Morrison responded that it was final/full approval for nonsubstantive changes. She provided examples, such as changing “a” to “the”; or changing the numbers of students anticipated in the enrollment. Dr. Brandstadter was asked by Dr. Morrison if the technical colleges currently had to go through the State Technical College System office to get approval of their missions prior to coming to the Commission; Dr. Brandstadter said that they do not need to do this at this time. Dr. Morrison said that the staff would appreciate institutional support at the CHE meeting in September when this proposal is submitted for CHE review and approval.

7. Consideration of Annual Report on Admissions Standards for First-Time Entering Freshmen, Fall 2004 (corrected)

Dr. Morrison stated that the data had been corrected for this report. She said she was concerned that compliance rates for college prerequisite curriculum appear to be dropping at several institutions. She also alerted Dr. McIntyre that she had questioned South Carolina State’s reported 100% compliance because such a statistic is so rare. She said she had been informed that it was correct, but asked that he double check it.

8. Consideration of Annual Report on Academic Common Market, FY 2004-2005

The report was provided by Dr. Morrison for information only. The Committee received it with neither discussion nor questions.

9. Other

Dr. Morrison stated that the process had not yet been established for ACAP’s administration requirements under the Economic and Educational Development Act (EEDA) regarding issues of transfer and articulation. She said that CHE and the State Technical College System had jointly submitted fiscal impact statements and have not yet heard results of these. She said there will be a definite need for funding to accomplish goals in the legislation that affect the public institutions. The EEDA requires that faculty revise teacher education programs. She added that there is also a need created by that

requirement to cover faculty who have been reassigned for different tasks. Dr. Morrison and Dr. Brandstadter agreed that the funding needs to come to the two- and four-year sectors of higher education to accomplish these goals. She said that new money had been given to the State Department of Education to effect some of these goals for K-12.

Adjournment

There being no further business, the meeting was adjourned by Dr. Morrison at 12:54 p.m.